

REMARKS

Claims 1-8, 10-17 and 19-26 are pending and under consideration in the above-identified application. Claims 9, 18 and 27 were previously cancelled and remain cancelled.

In the Office Action of September 1, 2009, claims 1-8, 10-17 and 19-26 were rejected. With this Amendment, claims 1, 10 and 19 are amended and claims 8, 17 and 26 are cancelled.

I. 35 U.S.C. § 103 Obviousness Rejection of Claims

Claims 1-8, 10-17 and 19-26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Angles et al.* (U.S. Pat. No. 5,933,811) (“Angles”) in view of *Prust* (U.S. Pat. No. 6,735,623) (“*Prust*”) in further view of *Cunningham et al.* (U.S. Pat. No. 7,353,267) (“*Cunningham*”). Applicant respectfully traverses this rejection.

In relevant part, independent claims 1, 10 and 19 recite a content management system where a content managing portion determines the date and time when each content is clicked and creates a database containing the determined date and time.

This is clearly unlike *Angles*, *Prust* or *Cunningham* which fail to disclose or even fairly suggest anything pertaining to a content management system where a content managing portion determines the date and time when each content is clicked and creates a database containing the determined values. Instead, *Angles* discloses collecting user demographic data such as age, sex, income, career, hobbies, etc and not counting the date and time which a link is clicked. See, U.S. Pat. No. 5,933,811, Col. 14, l. 16-26. *Prust* merely discloses allowing a user access to a content library once the user provides demographic data without counting anything pertaining the clicked date and time of a link. See, U.S. Pat. No. 6,735,623, Col. 6, l. 13-19. *Cunningham* discloses

displaying a predetermined number of advertisements based on the amount of time a user is online. U.S. Pat. No. 7,353,267, Col. 18, l. 6-21.

As the Applicant's specification discloses, by providing a content management system where a content managing portion determines the date and time when each content is clicked and creates a database containing the determined date and time, advertisers can determine which advertisements are most effective. See, U.S. Pat. Pub. No. 2002/0073190, Para. [0060]-[0061].

Therefore, because *Angles*, *Prust*, *Cunningham* or any combination of them fails to disclose or even fairly suggest every feature of claims 1, 10 and 19, the rejection of claims 1, 10 and 19 cannot stand. Because claims 2-7, 11-16 and 20-25 depend, either directly or indirectly, from claims 1, 10 and 19, they are allowable for at least the same reasons.

II. Conclusion

In view of the above amendments and remarks, Applicant submits that all claims are clearly allowable over the cited prior art, and respectfully requests early and favorable notification to that effect.

Respectfully submitted,

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